

**BE HANDSOME OR BE BULLIED IN *LOOKISM* WEBTOON BY  
TAEJOON PARK**

A Research Paper

Submitted in Partial Fulfillment of the Requirement for *Sarjana Sastra*  
Degree



By

Raehan Izzati Putri Pilares

1705182

**ENGLISH LANGUAGE AND LITERATURE STUDY PROGRAM  
FACULTY OF LANGUAGE AND LITERATURE EDUCATION  
UNIVERSITAS PENDIDIKAN INDONESIA  
2021**

**BE HANDSOME OR BE BULLIED IN *LOOKISM* WEBTOON BY  
TAEJOON PARK**

Oleh

Raehan Izzati Putri Pilares

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat  
memperoleh gelar Sarjana Pendidikan pada Fakultas Pendidikan Bahasa dan  
Seni

© Raehan Izzati Putri Pilares 2021

Universitas Pendidikan Indonesia

Agustus 2021

Hak Cipta dilindungi undang-undang.

Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian,  
dengan dicetak ulang, difoto kopi, atau cara lainnya tanpa ijin dari penulis.

**PAGE OF APPROVAL**

**BE HANDSOME OR BE BULLIED IN *LOOKISM* WEBTOON BY  
TAEJOON PARK**

**A Research Paper**

**By**

**Raehan Izzati Putri Pilares**

**1705182**

Approved by:

Supervisor




**Dr. Rd. Safrina Noorman, M.A.**

**NIP. 19620791987032003**

Head of English Language and Literature Study Program

Faculty of Language and Literature Education

Universitas Pendidikan Indonesia



**Eri Kurniawan, M.A., Ph.D.**

**NIP. 198111232005011002**

**Be Handsome or Be Bullied in *Lookism* Webtoon by Taejoon Park**

Raehan Izzati Putri Pilares

1705182

Supervisor : Dr. Rd. Safrina Noorman, M. A.

**ABSTRACT**

It is well established idea that looks create a significant role in determining the perception and treatment of others. Look has an important role in defining a person both in fiction and real life. It can be the determinant of how someone is treated. This study aims to unravel the looks of the bullied characters in the *Lookism* webtoon and discuss the representation of look-based bullying in the webtoon. This study is framed by Hall's (1997) theory of representation. The study revealed that looks are accepted differently by people. The difference in acceptance depends on a certain standard of look. The webtoon characters that do not meet the standards often become the target of bullies. The standard generates different types of bullying that construct look-based bullying. This type of bullying oftentimes reflects real-life situations where standard or above standard look is prioritized. The findings suggest that standards for look, appearance, and beauty should be questioned and take into serious account so that people do not discriminate by or bully others for their looks.

**Keywords:** *bullying, look, look-based bullying, representation, standard look*

## TABLE OF CONTENTS

PAGE OF APPROVAL .....	3
STATEMENTS OF AUTHORIZATION....	<b>Error! Bookmark not defined.</b>
PREFACE .....	<b>Error! Bookmark not defined.</b>
ACKNOWLEDGEMENT .....	<b>Error! Bookmark not defined.</b>
ABSTRACT .....	4
TABLE OF CONTENTS .....	5
LIST OF FIGURES .....	7
CHAPTER I .....	<b>Error! Bookmark not defined.</b>
1.1 Background .....	<b>Error! Bookmark not defined.</b>
1.2 Purposes of Research.....	<b>Error! Bookmark not defined.</b>
1.3 Statements of Problems .....	<b>Error! Bookmark not defined.</b>
1.4 Scope of the Study .....	<b>Error! Bookmark not defined.</b>
1.5 Significance of the Study.....	<b>Error! Bookmark not defined.</b>
1.6 Research Methodology .....	<b>Error! Bookmark not defined.</b>
1.7 Clarification of Key Terms.....	<b>Error! Bookmark not defined.</b>
1.8 Organization of The Paper.....	<b>Error! Bookmark not defined.</b>
CHAPTER II.....	<b>Error! Bookmark not defined.</b>
2.1 Bullying .....	<b>Error! Bookmark not defined.</b>
2.1.1 Look-based Bullying .....	<b>Error! Bookmark not defined.</b>
2.2 Webtoon .....	<b>Error! Bookmark not defined.</b>
2.3 Representation .....	<b>Error! Bookmark not defined.</b>
2.4 Korean Beauty Culture .....	<b>Error! Bookmark not defined.</b>
2.5 Previous Studies .....	<b>Error! Bookmark not defined.</b>
CHAPTER III .....	<b>Error! Bookmark not defined.</b>
3.1 Research Questions .....	<b>Error! Bookmark not defined.</b>
3.2 Research Design .....	<b>Error! Bookmark not defined.</b>
3.3 Research Procedure .....	<b>Error! Bookmark not defined.</b>

3.4 Data Source .....	<b>Error! Bookmark not defined.</b>
3.5 Data Collection and Analysis .....	<b>Error! Bookmark not defined.</b>
3.6 Synopsis of <i>Lookism</i> Webtoon .....	<b>Error! Bookmark not defined.</b>
3.7 Sample of Analysis.....	<b>Error! Bookmark not defined.</b>
CHAPTER IV .....	<b>Error! Bookmark not defined.</b>
4.1 Findings .....	<b>Error! Bookmark not defined.</b>
4.1.1 Different Looks in <i>Lookism</i> .....	<b>Error! Bookmark not defined.</b>
4.1.1.1 Non-standard look.....	<b>Error! Bookmark not defined.</b>
4.1.1.2 Standard Look .....	<b>Error! Bookmark not defined.</b>
4.1.2 The Representation of Looks-Based bullying in <i>Lookism</i> Webtoon .....	<b>Error! Bookmark not defined.</b>
4.2 Lessons Learnt - Embrace Your Unique Look..	<b>Error! Bookmark not defined.</b>
CHAPTER V.....	<b>Error! Bookmark not defined.</b>
5.1 Conclusion.....	<b>Error! Bookmark not defined.</b>
5.2 Recommendation.....	<b>Error! Bookmark not defined.</b>
REFERENCES.....	9

## LIST OF FIGURES

- Figure 4. 1 Daniel's 'initial form' new hairstyle.....**Error! Bookmark not defined.**
- Figure 4. 2 Daniel's 'initial form' at the convenience store .....**Error! Bookmark not defined.**
- Figure 4. 3 Daniel's 'initial form' flustered face .....**Error! Bookmark not defined.**
- Figure 4. 4 Daniel's 'initial form' shocks face .....**Error! Bookmark not defined.**
- Figure 4. 5 Duke's appearance at the school festival..**Error! Bookmark not defined.**
- Figure 4. 6 Duke's live stream video ..... **Error! Bookmark not defined.**
- Figure 4. 7 Duke sitting in the bus ..... **Error! Bookmark not defined.**
- Figure 4. 8 Jiho answers a call ..... **Error! Bookmark not defined.**
- Figure 4. 9 Jiho and Daniel's 'initial form' bullied ....**Error! Bookmark not defined.**
- Figure 4. 10 Daniel's 'initial form' crossing the road.**Error! Bookmark not defined.**
- Figure 4. 11 Daniel's 'initial form' crawling on the floor .**Error! Bookmark not defined.**
- Figure 4. 12 Duke sitting at the class ..... **Error! Bookmark not defined.**
- Figure 4. 13 Duke gets bullied in the cafeteria .....**Error! Bookmark not defined.**
- Figure 4. 14 Jiho acts as a fan ..... **Error! Bookmark not defined.**
- Figure 4. 15 Jiho bringing Doo Lee's Lunches.....**Error! Bookmark not defined.**
- Figure 4. 16 Daniel's 'new form' first class **Error! Bookmark not defined.**
- Figure 4. 17 Daniel's 'new form' at the convenience store .....**Error! Bookmark not defined.**
- Figure 4. 18 Daniel's 'new form' at the school festival.....**Error! Bookmark not defined.**

Figure 4. 19 Daniel's 'new form' at Duke live streaming .**Error! Bookmark not defined.**

Figure 4. 20 Vin confronting Zack..... **Error! Bookmark not defined.**

Figure 4. 21 Vin getting complimented ..... **Error! Bookmark not defined.**

Figure 4. 22 Vasco prevent Doo Lee's group ..... **Error! Bookmark not defined.**

Figure 4. 23 Vasco and Burn Knuckles at the school festival .....**Error! Bookmark not defined.**

Figure 4. 24 Zack asks Mira about Daniel's 'initial form' **Error! Bookmark not defined.**

Figure 4. 25 Zack sitting at the class..... **Error! Bookmark not defined.**

Figure 4. 26 Daniel's 'new form' surrounded by girls **Error! Bookmark not defined.**

Figure 4. 27 Daniel's 'new form' walk side by side with Jiho .....**Error! Bookmark not defined.**

Figure 4. 28 Daniel's 'new form' entering the convenience store.....**Error! Bookmark not defined.**

Figure 4. 29 Vin shows his rapping performance .....**Error! Bookmark not defined.**

Figure 4. 30 Vin pushes Duke's head ..... **Error! Bookmark not defined.**

Figure 4. 31 Vasco fighting stance..... **Error! Bookmark not defined.**

Figure 4. 32 Vasco participating in the 'slave' auction .....**Error! Bookmark not defined.**

Figure 4. 33 Zack waiting for Mira..... **Error! Bookmark not defined.**

Figure 4. 34 Vin at the convenience store.... **Error! Bookmark not defined.**



## REFERENCES

- Ackerman, J., Tybur, J., & Mortensen, C. (2017, November 21). Infectious Disease and Imperfections of Self-Image. *SAGE Journals*. doi:<https://doi.org/10.1177/0956797617733829>
- Akhtar, I. (2016, September). Research Design. In I. Akhtar, *Research in Social Science: Interdisciplinary Perspectives* (p. 68). New Delhi. Retrieved from Research Gate: [https://www.researchgate.net/publication/308915548\\_Research\\_Design](https://www.researchgate.net/publication/308915548_Research_Design)
- Amy. (2019, March 3). *What are "Webtoons"?* Retrieved from Webtoon in Depth: <https://webtoonindepth.com/2019/03/03/what-are-webtoons/>
- Anti-Bullying Alliance. (2017). *Appearance-targeted bullying*. Retrieved from Anti-Bullying Alliance: <https://anti-bullyingalliance.org.uk/tools-information/all-about-bullying/at-risk-groups/appearance-targeted-bullying>
- Camodeca, M., & Nava, E. (2020, June 29). The Long-Term Effects of Bullying, Victimization, and Bystander Behavior on Emotion Regulation and Its Physiological Correlates. *Journal of Interpersonal Violence*. doi:<https://doi.org/10.1177/0886260520934438>
- Chatterjee, A. (2019, August 13). *What Is Otaku? [Meaning, Definition]*. Retrieved from Otakukart: <https://news.otakukart.com/590813/what-is-otaku-meaning-definition/>
- Cho, K. (2019, May 2). *The Destructive Effects of South Korea's Beauty Standards*. Retrieved from Invisible Illness: <https://medium.com/invisible-illness/the-destructive-effects-of-south-koreas-beauty-standards-65c810b6290f>
- Creswell, J. W. (2013). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches* (3rd ed.). SAGE Publications. Retrieved from Google Books.
- Cummings, A. (2020, April 10). *What is The Korean Beauty Standard? (NEW)*. Retrieved from Plastic Spot: <https://plasticspot.io/blog/what-is-the-korean-beauty-standard/>
- Davies, G., & Han, G.-S. (2011, November 1). Korean Cosmetic Surgery and Digital Publicity: Beauty by Korean Design. *SAGE Journals*, 141(1).

- Day, S., Bussey, K., Trompeter, N., & Mitchison, D. (2021, January 19). The Impact of Teasing and Bullying Victimization on Disordered Eating and Body Image Disturbance Among Adolescents: A Systematic Review. *Sage Journals*. doi:<https://doi.org/10.1177/1524838020985534>
- Dion, K., Berscheid, E., & Walster, E. (1972). What is beautiful is good. *Journal of Personality and Social Psychology*, 24, 285-290. doi:10.1037/h0033731
- Dombeck, M. (2020). *The Long Term Effects of Bullying*. Retrieved from The Academy: <https://www.aaets.org/traumatic-stress-library/the-long-term-effects-of-bullying>
- Economist, T. (2013, January 30). *Plastic makes perfect*. Retrieved from The Economist: <https://www.economist.com/graphic-detail/2013/01/30/plastic-makes-perfect>
- Flanagan, K. S., Hoek, K. K., Shelton, A., Kelly, S. L., Morrison, C. M., & Young, A. M. (2013, November 19). Coping with bullying: What answers does children's literature provide? *Sage Journals*. doi:<https://doi.org/10.1177/0143034313479691>
- Fokkema, A. (1991). Back Matter. *Style*, 25, 1-8. Retrieved from <https://www.jstor.org/stable/42946237>
- Geel, M. V., Vedder, P., & Tanilon, J. (2014). Are Overweight and Obese Youths More Often Bullied by Their Peers? A Meta-Analysis on the relation Between Weight Status and Bullying. *International Journal of Obesity*, 38. doi:<https://doi.org/10.1038/ijo.2014.117>
- Hall, S. (1997). Cultural Representation and Signifying Practices. Retrieved from <https://pages.mtu.edu/~jds/ack/readings/CSReadings/Hall%20-%20Representation.pdf>
- Harmon, J., & Henkin, R. (2014). The Portrayal of Bullying in Young Adult Books: Characters, Contexts, and Complex Relationships. *The ALAN Review*, 79-89. Retrieved from <https://scholar.lib.vt.edu/ejournals/ALAN/v41n2/pdf/harmon.pdf>
- Heekyung, C. (2016, July 18). *The Webtoon: A New Form for Graphic Narrative*. Retrieved from The Comics Journal: <http://www.tcj.com/the-webtoon-a-new-form-for-graphic-narrative/>
- Hellstrom, L., Persson, L., & Hagquist, C. (2015). *Understanding and defining bullying - adolescents' own view*. doi:10.1186/2049-3258-73-4

- Hong, J. S., Kral, M. J., & Sterzing, P. R. (2015). Pathways From Bullying Perpetration, Victimization, and Bully Victimization to Suicidality Among School-Aged Youth: A Review of the Potential Mediators and a Call for Further Investigation. 379-390.  
doi:10.1177/1524838014537904
- Hughes, J., & Laffier, J. L. (2016). Portrayals of Bullying in Young Adult Literature: *Canadian Journal of Education / Revue canadienne de l'éducation*, 39, 1-24. Retrieved from  
<https://www.jstor.org/stable/canajeducrevucan.39.3.07>
- Jawad, S. (2021). Bullying in The Iraqi Novel "Unless Touched by Fire". *Utopía y Praxis Latinoamericana*, 26.  
doi:<https://doi.org/10.5281/zenodo.4678890>
- Kim, J. (2007, September 1). Why Does Hallyu Matter? The Significance of the Korean Wave in South Korea. *SAGE Journals*, 2(2).  
doi:<https://doi.org/10.7227/CST.2.2.6>
- Knack, J. M., Tsar, V., Vaillancourt, T., Hymel, S., & McDougall, P. (2012, March 30). What protects rejected adolescents from also being bullied by their peers? The moderating role of peer-valued characteristics. *Journal of Research on Adolescence*, 22(3), 467-479.  
doi:<https://doi.org/10.1111/j.1532-7795.2012.00792.x>
- Ko, S., Wei, M., Park, H., & Wang, K. (2019, September 12). Appearance Comparison, Appearance Self-Schema, Perfectionism, and Body Esteem Among Korean College Students. *SAGE Journals*.  
doi:<https://doi.org/10.1177/0011000019871053>
- KpopStarz. (2013, August 31). *To Be Fat is a Crime in K-pop? Cruel Body Image Standards for your Idols*. Retrieved from KpopStarz:  
<https://www.kpopstarz.com/articles/39795/20130831/fat-shaming-in-korea.htm>
- Kretschmer, E. (1970). *Physique and Character: An Investigation of The Nature of Constitution and of The Theory of Temperament*. Cooper Square Publishers.
- Lee, S. (2008, February 27). *Truth About Korean 'Otaku'*. Retrieved from The Korea Times:  
[http://www.koreatimes.co.kr/www/news/nation/2013/08/181\\_19742.html](http://www.koreatimes.co.kr/www/news/nation/2013/08/181_19742.html)
- Lestari, S. (2019). Bullying or fat shaming? The risk factors of Body Dysmorphic Disorder. *Journal of Advanced Research in Social*

*Sciences and Humanities*, 4(1), 17-22.

doi:<https://dx.doi.org/10.26500/JARSSH-04-2019-0103>

Lorenzo, G., Biesanz, J., & Human, L. (2010, December). What Is Beautiful Is Good and More Accurately Understood: Physical Attractiveness and Accuracy in First Impressions of Personality. *SAGE Journals*, 21(12), 1777-1782. doi:<https://doi.org/10.1177/0956797610388048>

Mahoney, S. D. (1978). *The Effects of Physical Appearance and Behavior Upon Ratings of Social Attractiveness*. Texas Tech University, Philosophy, Texas. Retrieved from <https://ttu-ir.tdl.org/bitstream/handle/2346/8600/31295000907104.pdf?sequence=1>

Malleta, K. (2016, December 23). *Why Korean Parents Give Their Kids Plastic Surgery as Graduation Gifts*. Retrieved from Nextshark: <https://nextshark.com/why-korean-parents-give-their-kids-plastic-surgery-as-graduation-gifts/>

McCombes, S. (2019, May 15). *Descriptive Research*. Retrieved from Scribbr: <https://www.scribbr.com/methodology/descriptive-research/>

Meredith, A. (2021, January 21). *The Tang Dynasty: China's Golden Age*. Retrieved from StudyCLI: <https://studycli.org/chinese-culture/introduction-to-the-tang-dynasty/>

Mohajan, H. (2018, December 2018). *Qualitative Research Methodology in Social Sciences and Related Subjects*. Retrieved from Munich Personal RePEc Archive: [https://mpa.ub.uni-muenchen.de/85654/1/MPRA\\_paper\\_85654.pdf](https://mpa.ub.uni-muenchen.de/85654/1/MPRA_paper_85654.pdf)

National Center Education for Education Statistics. (2013, August). Student Reports of Bullying and Cyber-Bullying: Results From the 2011 School Crime Supplement to the National Crime Victimization Survey. United States of America.

Olweus, D. A. (2013, January 3). School Bullying: Development and Some Important Challenges. *Annual Reviews Further*. doi:10.1146/annurev-clinpsy-050212-185516

Olweus, D., Solberg, M., & Endresen, I. (2010, December 24). Bullies and victims at school: Are they the same pupils? *British Journal of Educational Psychology*, 77(2), 441-464. doi: <https://doi.org/10.1348/000709906X105689>

Oxford English Dictionary. (n.d.). *Definition of Webtoon in English*. Retrieved from Lexico: <https://www.lexico.com/definition/webtoon>

- Oxford University Press. (2001). *Oxford Student's Dictionary of English*. Oxford: Oxford University Press.
- Park, J.-y. (2019, September 20). *Webtoons: The next frontier in global mobile*. Retrieved from Mirae Asset:  
<https://securities.miraeasset.com/bbs/download/2068162.pdf?attachmentId=2068162>
- Patton, M. Q., & Cochran, M. (2002). A Guide to Using Qualitative Research Methodology. Retrieved from University of Alberta:  
<https://www.ualberta.ca/science/media-library/research-and-teaching/teaching/qualitative-research-methodology.pdf>
- Queiros, A., Faria, D., & Almeida, F. (2017). Strengths and Limitations of Qualitative and Quantitative Research Methods. *European Journal of Education Studies*, 3(9), 370. doi:10.5281/zenodo.887089
- Reid, C. (2019, August 30). *Webtoon Builds an Audience for Webcomics*. Retrieved from Publishers Weekly:  
<https://www.publishersweekly.com/pw/by-topic/industry-news/comics/article/81073-webtoon-builds-an-audience-for-webcomics.html>
- Rigby, K. (2013). *Bullying in Brief*. Retrieved June 29, 2021, from Ken Rigby.net: <https://www.kenrigby.net/Bullying-in-brief>
- Seyidoglu, J., Roberts, C., Darroch, F., Hillsburg, H., Schneeberg, A., Dumas, R. M., . . . Montano, A. (2021, March 24). Racing for Representation: A Visual Content Analysis of North American Running Magazine Covers. *SAGE Journals*.  
doi:<https://doi.org/10.1177/21674795211000325>
- Shim, D. (2006). Hybridity and the rise of Korean popular culture in Asia. *SAGE Journals*, 28(1).  
doi:<https://doi.org/10.1177/0163443706059278>
- Smith, P. K., & Ananiadou, K. (2003, April). The Nature of School Bullying and the Effectiveness of School-Based Interventions. *Journal of Applied Psychoanalytic*, 5(2). Retrieved from  
<http://www.sfu.ca/~jcnesbit/EDUC220/ThinkPaper/SmithAnaniadou2003.pdf>
- Ssam, Y. (2019, 7 November). *Bullying in South Korea*. Retrieved from uBitto: <https://ubitto.com/blog/bullying-in-south-korea/>
- Storey, J. (1993). *Cultural Theory and Popular Culture* (5th ed.). Pearson Longman.

- Urban Dictionary. (2006, August 14). *Lookism Definition*. Retrieved from Urban Dictionary:  
<https://www.urbandictionary.com/define.php?term=Lookism>
- Webster, M. (n.d.). *What does 'otaku' really mean? Is 'otaku' an insult? It depends*. Retrieved from Merriam-Webster: <https://www.merriam-webster.com/words-at-play/what-does-otaku-mean-in-japanese>
- Wit, J. d. (2013, January 28). The representation of the enemy in North and South Korean literature from the Korean War. *SAGE Journals*, 6(2), 146-160. doi:<https://doi.org/10.1177/1750698012473689>
- Yecies, B., Shim, A., Yang, J. J., & Zhong, P. Y. (2019, September 30). Global transcreators and the extension of the Korean webtoon IP-engine. *Sage Journals*.  
doi:<https://doi.org/10.1177/0163443719867277>
- YMCA England. (2018, February). In Your Face. England. Retrieved from <https://www.ymca.org.uk/wp-content/uploads/2018/02/In-Your-Face-v1.0.pdf>
- Yoon, S. (2021, April 13). *[TOONING IN] Webtoon sees popularity as readers vicariously take revenge on bullies*. Retrieved from Korea JoongAng Daily:  
<https://koreajoongangdaily.joins.com/2021/04/13/culture/gamesWebtoons/Tooning-in-webtoon-bully/20210413174200414.html>
- Young, B., & Hren, D. (n.d.). *Introduction to Qualitative Research Methods*. Retrieved from MiRoR ( Methods in Research on Research): <http://mirror-ejd.eu/wp-content/uploads/sites/34/2017/03/Introduction-to-qualitative-research-methods.compressed.pdf>
- Young, J. (1999). *Representation in Literature*. Retrieved from Sydney Open Journals:  
<https://openjournals.library.sydney.edu.au/index.php/LA/article/view/File/5218/5926>